

Abstract of the Disclosure

A system and method of presenting advertising to a consumer employs use of telephone calls, whether accessed by toll-free number, by use of calling cards or service access cards or other account access mode. When a user makes a call, attempts access to the service, to access an account, or to use the calling card, and advertisement is presented to the user prior to allowing access to the service, prior to allowing access to the account or prior to connecting the telephone call. The user is encouraged to listen to the ad in exchange for a free telephone call service or for entry into a game of chance such as a winning number drawing.

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